

To take away over the 4th Silk-lined capes

\$19.75



Below wholesale cost for some; near average cost for all.

55 handsome capes are now MARKED DOWN far below original prices, offering opportunities for the woman who needs a fashionable garment for any of numerous summer trips.

Materials are fine tricot and pandora wools; some are trimmed with fancy stitching; others with braid and embroidery. All are full silk lined.

Navy, black, tan, blue, henna.

Sale women's silk-lined sports suits \$10

and such suits at \$10 won't linger

These good-looking suits will tide one over the vacation period, and be practical right through early fall. They are tailored of novelty mixtures and home-spuns, firmly silk lined and carefully finished.

Some have capes instead of coats, and a cape is a mighty convenient garment for cool nights. The coats are box or tailored models. Mixtures, tan, open, rose, reindeer. Sizes are 16 to 44.

(The Hecht Co., second floor.)

Sale! sun or rain silk umbrellas

\$2.95



Smart-looking silk umbrellas to twirl 'twixt beauty and the sun or to fend off J. Pluvius. Ready for fair or foul weather; and always in fashion.

Umbrellas show a wide variety of handles as sketched—rings, leather straps and novelties. Covered with first-quality silk, finished with taped edge.

Colors are navy, purple, green, black, garnet.

(The Hecht Co., first floor.)

1,200 Girls' bungalow aprons

45¢

Eight styles (One like sketch.)

Sturdy ginghams, in red, navy, light blue or pink checks.

Also percales in neat stripes and checks.

Patch pockets, square necks; short sleeves. Trimmed with rickrack braid or bias binding.

For play or real housework. Ages 7 to 14.

(The Hecht Co., third floor.)



Women's full fashioned PHOENIX silk hose, \$2.10

Phoenix are the largest selling silk hose in America, and this is the most popular of the entire Phoenix line.

Pure silk to the last thread, and all-silk right up to the mercerized top, lisle soles. Full fashioned, with the perfect Phoenix finish. White and colors, \$2.10. Other Phoenix hose, \$1.20 to \$2.85.

Women's first quality full fashioned White silk hose, \$1.69

The little price bears no relation to the high quality of these hose. All are full fashioned and finely finished; first quality from top to toe. Double lisle soles, heels and toes; mercerized garter tops. Sizes 8½ to 10.

(The Hecht Co., first floor.)

500 lovely new lingerie Blouses come to sell at \$1.95.



Regular and stout sizes

Fresh from their boxes, fine French and domestic voiles, trimmed with real filet or val laces, dainty tucks, frills, hemstitching. Round, square or V necks. All have ¾ sleeves. Sizes 36 to 54.

Georgette blouses at \$3.95

Fresh beauties trimmed with real Irish and filet laces. Variouly in overblouses, ty-backs and tuck-ins.

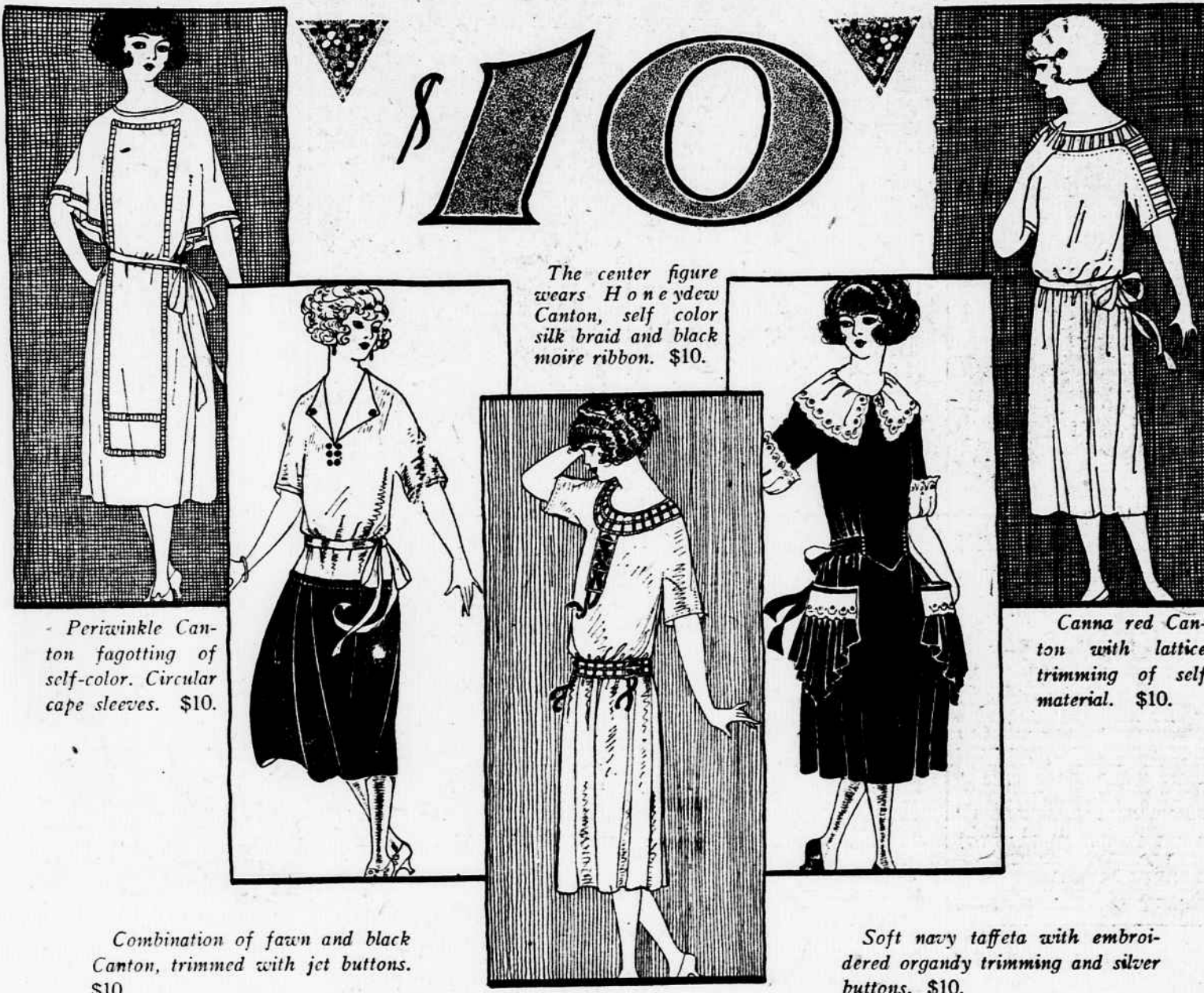
Also at \$3.95 are headed crepe de chine and fiber silk sport blouses.

Variouly in white, flesh, bisque and colors.

(The Hecht Co.)

7th at F The Hecht Co. at F 7th

Simply tremendous! This sale of summer dresses! Smart fashions—fine silks—400 dresses



The center figure wears Honeydew Canton, self color silk braid and black moire ribbon. \$10.

Periwinkle Canton fagotting of self-color. Circular cape sleeves. \$10.

Combination of fawn and black Canton, trimmed with jet buttons. \$10.

Soft navy taffeta with embroidered organdy trimming and silver buttons. \$10.

Four hundred dresses! New fashions below the price of markdowns. Not a sale of odds and ends, but the complete stocks of two of our best makers. Quality at a price is evident—it is evident in the fine fashions and fabrics, evident in the making and trimmings.

Look the dresses over—five styles are sketched

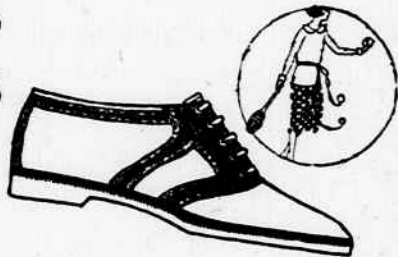
Most of the dresses are of CANTON CREPE

and as many more are not. All possess the cool charm of summer fashions, with the widest variety in color and style.

that loveliest of summer silks, plus a fair showing of satins and crepe de chine. Navy, black, henna, camel, gray and combinations. Sizes 14 to 42.

(The Hecht Co., second floor.)

Women's TENNIS shoes \$2.75



The white tennis oxfords (as sketched). Canvas top; rubber bottoms; black or brown strapping.

Kiddies have their own Sport oxfords \$1.69

Styles somewhat similar to that sketched above, but for kiddies own wear.

Real leather uppers; Solid leather soles; Goodyear welt sewed.

Choice of four styles. Smoked elk with patent or mahogany leather apron and back strap, and mahogany with tan or smoked elk trimmings.

Sizes 5 to 2 for boys and girls of 2 to 11 years. (The Hecht Co., third floor.)

Sale of women's

Keds, \$1.00



cool footwear for summer

You know KEDS—cool canvas tops; easy rubber bottoms. Fine for vacation wear, tennis, boating, etc. Style is sketched. All sizes 3 to 8.

All first quality; and quality at a price.

(The Hecht Co., first floor.)

First quality white silk petticoats, \$1.95

Heavy quality wash silks, with double panel back and front; hence, doubly shadow-proof.

Plain hemstitched or scalloped bottoms.

Shadow-proof sateen petticoats, 79¢

Double panels back and front, hence they will not silhouette the sheerest frock. Elastic at waistline, hemstitched bottoms.

(The Hecht Co., second floor.)

This full-size wardrobe trunk

Famous Neverbreak—fully guaranteed for five years.

\$37.95

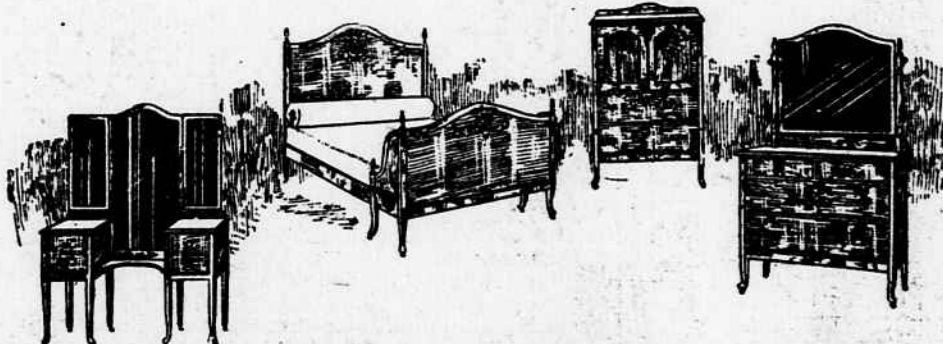
Constructed of 3-ply wood veneer, covered with vulcanized fiber, heavy hardware trim and cretonne lined. Open top, 12 hangers, 5 drawers, including convertible hat drawer; locking bar, which locks all drawers with one key. Has all the conveniences that money can put into a trunk.

Comes also in ¾ size, \$35.95; steamer size, \$33.95.

Steamer dress trunk, \$11.95—Neverbreak in 3 sizes, 32, 36, 40. Regulation size for steamer trips. Three-ply wood veneer, attractively lined, heavy hardware trim.



Dress trunks, \$18.50—Size 32, 34, 38, 3-ply wood veneer, heavy metal binding, cretonne lined, double tray, covered with heavy vulcanized fiber. Good heavy hardware and lock. (The Hecht Co., first floor.)



This bedroom suite, \$150

Quality—at a price. This artistic Queen Anne suite includes large vanity dresser, wing design bed, chiffonette and dresser. Mahogany.

(The Hecht Co., fourth floor.)

1,500 Boys' wash suits sale!

Our maker's surplus stocks, plus our own broken assortments

69¢ \$1 \$1.25

1,500 suits—a tremendous sale that includes about every favored fabric and fashion shown this season.

—madras —Peggy cloth —reps
—chambrays —invincible —crashes
—linons —Ajax cloth —novelties

Long and short sleeve suits, middies, regulation sailors. Oliver Twist and button-on styles. Sailor or Eton collars; braided and embroidered; some with emblem on sleeves. All finely made and finished with pearl buttons. Ages 2 to 8.

(The Hecht Co., third floor.)



Cool and good-looking for the 4th

Collar-attached

silk shirts \$4.95



You know good shirts when you see them, and you will be impressed by the quality of these silks.

Imported white English broadcloth. Plain and self-striped broadcloths.

12 & 14 Mummie Shantung silks (tan).

And also negliges

(These without collars) choose from:

—Satin-striped crepes
—Plain and striped broadcloth silks
—Double-warp jerseys, plain and fancies. **\$4.95**

Every shirt guaranteed, which means a NEW SHIRT FREE

For any shirt that fades or that fails to give 100 per cent satisfaction. All sizes, 14 to 17.

MEN'S COOL SUITS

that are stylish, because

tho stripped to zero in weight, they are hand-tailored to retain their shape. Upwards of 3,000 suits, including:

Palm Beach Suits; properly tailored \$17.50
Imported and Domestic Mohair \$20 to \$35
Imported and Domestic Gabardines \$30 to \$45
Imported and Domestic Silks \$25 to \$55
Long-wearing Tropical Worsteds \$25 to \$40
Zero-weight Flannels and Tweeds \$25 to \$35

(The Hecht Co., third floor.)

An extra pair of

Trousers or knickers

—for July 4th, and the whole vacation afterwards.

White duck trousers, \$1.65 to \$2.75
White striped flannel trousers, \$7.50 to \$10
Linen golf knickers, \$4.95 to \$5.95
Tweed and Homespun golf knickers, \$9

(The Hecht Co., first floor.)

Men's sport oxfords

Cool shoes, durable enough for golf or camping; good-looking enough for city or resort wear. Made of soft pliant elk leather, with brown or black saddle strap and plain or tipped toes. All have Neolin soles.



Bathing suits, \$2.95

for men and women

Pure worsted, better than ordinary wool, because woven of twisted yarns that hold their shape.

Just as pictured, in solid colors or with stripes. Sizes 36 to 44.

Finer bathing suits

In somewhat similar styles, but with fancy lacings at side and front. Bright colors and high shades. \$5.45, \$6.45 and \$7.45.

(The Hecht Co., First Floor—South Annex.)



A home run hit for the boys!

Base ball suits, \$1.19

Complete with shirt, pants, belt and cap

We've sold hundreds of these suits at a higher price; now the maker closes out his entire stock on hand.

Suits are made like the big leaguers—gray base ball cloth with blue or red trimmings.

Deep pockets on shirt; hip pockets and belt loops on pants. Closely sewn and double stitched where the strain is greatest. Ages 4 to 16.

Boys will lug away these Knickers in high glee **59c**

59c for a pair of summer knickers that won't soil easily, but will launder when they do.

Gray crash or batona cloth, cut full and roomy. Belt loops, hip and side pockets. Ages 8 to 17.

(The Hecht Co., third floor.)

